

H.B. Fuller Announces E-Commerce Packaging Initiative

ST. PAUL, Minn., Dec. 07, 2015 (GLOBE NEWSWIRE) -- **H.B. Fuller Company**(NYSE:FUL) announced today that its reliable, responsive service now provides a comprehensive line of universally compatible adhesive solutions, targeted specifically to improve the effectiveness of e-commerce packaging.

A photo accompanying this announcement is available



at <http://www.globenewswire.com/NewsRoom/AttachmentNg/1ec2d29d-ffb7-43e6-bbbb-e576a5b24c98>

“The boom in online shopping has thrown up a number of challenges that are driving the development of exciting new packaging solutions,” confirms Traci Jensen, senior vice president, H.B. Fuller. “For years, we have used our adhesive know-how to help key e-retail players find smart answers to their packaging problems. Now, we have combined all of these innovations, along with the support of our adhesive experts, to bring e-commerce retailers and fulfilment houses a complete range of purpose-designed packaging options.”

H.B. Fuller helps solve today’s customer packaging challenges with easy-opening Sesame® solutions, designed to enable customers to access goods without damaging the box. Close-Sesame® solutions are pre-applied, tamper-proof tapes designed for easy closing. Options include pre-application of re-closing tapes to simplify returns in the same box. Plus, Sesame® in-the-board reinforcement tapes strengthen packaging in critical stress areas to protect goods against the unpredictable conditions they meet during outward and return transit.

H.B. Fuller has worked closely with corrugated board producers, end-of-line packaging equipment manufacturers, brand owners, e-retailers and fulfilment houses to identify the adhesive applications needed to raise the performance of packaging solutions for e-commerce.

Jensen continues, “We can help identify the ideal combination of products and methods to improve our customers’ packaging. For example, the packaging process can be simplified by incorporating smart packaging solutions at the board production stage, and further speed can be gained through application of our high-performance end-of-line adhesives, suited to very fast packing lines. In short, we can help increase process efficiencies for fulfilment operations, so our customers can offer better service at lower cost, while adding customer-friendly functionality to their packaging.”

Jensen concludes, “At H.B. Fuller, innovation encompasses more than the products we make. It touches the interactions we have with packaging customers and the experiences they deliver to end users. It influences the finished goods people depend on today and the things they will rely on tomorrow. And, it shapes the

future of industries across the globe. We have been challenging the limits of what is possible for over 125 years to enable our customers to be the best at what they do and deliver what matters.”

To learn more about H.B. Fuller’s packaging solutions, visit <http://www.hbfuller.com/packaging-solutions/>.

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About H.B. Fuller:

For over 125 years, H.B. Fuller has been a leading global adhesives provider focusing on perfecting adhesives, sealants and other specialty chemical products to improve products and lives. With fiscal 2014 net revenue of \$2.1 billion, H.B. Fuller’s commitment to innovation brings together people, products and processes that answer and solve some of the world's biggest challenges. Our reliable, responsive service creates lasting, rewarding connections with customers in packaging, hygiene, general assembly, electronic and assembly materials, paper converting, woodworking, construction, automotive and consumer businesses. And our promise to our people connects them with opportunities to innovate and thrive. For more information, visit us at www.hbfuller.com and subscribe to our blog.

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